authorization between the device and the apparatus to check the access rights of the user of the device.

11. A method according to claim **9** or **10**, further comprising

providing the 3D model with at least one interactive user interface of the apparatus for controlling the operation of apparatus remotely.

12. A method according to claim **11**, further comprising

displaying an area of the at least one interactive user interface of the apparatus highlighted on the 3D model; and

in response to a user command detected on said area, displaying the corresponding interactive user interface of the apparatus on the display of the device.

13. A method according to claim **11** or **12**, further comprising

in response to a user command detected on said interactive user interface, transmitting a corresponding command to the apparatus via the connection established between the device and the apparatus.

14. An apparatus comprising at least one processor, memory including computer program code, the memory and the computer program code configured to, with the at least one processor, cause the apparatus to at least:

capturing, by a camera, at least one image about a physical object;

recognizing the physical object on the basis of the at least one captured image;

retrieving a 3-dimensional (3D) model of the physical object from a memory; and

displaying the 3D model of the physical object on a display of the apparatus.

15. An apparatus according to claim **14**, further comprising computer program code configured to, with the at least one processor, cause the apparatus to at least:

recognizing the physical object by computer vision.

16. An apparatus according to claim **15**, further comprising computer program code configured to, with the at least one processor, cause the apparatus to at least:

providing an estimation of confidence of recognition of the physical object, indicated as proportional to a perfect match.

17. An apparatus according to claim **16**, further comprising computer program code configured to, with the at least one processor, cause the apparatus to at least:

in response to the estimation of confidence of recognition of the physical object indicating a non-perfect match, prompting a plurality of 3D models of physical objects on the display of the device for a user to select.

18. An apparatus according to any of claims **14-17**, further comprising computer program code configured to, with the at least one processor, cause the apparatus to at least:

providing means for rotating the 3D model on the display.

19. An apparatus according to claim **18**, wherein

the display is a touch screen and said means for rotating the 3D model are responsive to a touch detected on the screen.

20. An apparatus according to any of claims **14-19**, further comprising computer program code configured to, with the at least one processor, cause the apparatus to at least:

providing the 3D model with additional information about the physical object to be shown on the display.

21. An apparatus according to any of claims **14-20**, further comprising computer program code configured to, with the at least one processor, cause the apparatus to at least:

obtaining identification data of an apparatus recognized as the physical object via an Internet connection or a close-proximity radio connection.

22. An apparatus according to claim **21**, further comprising computer program code configured to, with the at least one processor, cause the apparatus to at least:

establishing a connection between the device and the apparatus recognized as the physical object based on the identification data.

23. An apparatus according to claim **22**, wherein the establishing the connection includes performing authentication and authorization between the device and the apparatus to check the access rights of the user of the device.

24. An apparatus according to claim **22** or **23**, further comprising providing the 3D model with at least one interactive user interface of the apparatus for controlling the operation of apparatus remotely.

25. An apparatus according to claim **24**, further comprising computer program code configured to, with the at least one processor, cause the apparatus to at least:

displaying an area of the at least one interactive user interface of the apparatus highlighted on the 3D model; and

in response to a user command detected on said area, displaying the corresponding interactive user interface of the apparatus on the display of the device.

26. An apparatus according to claim **24** or **25**, further comprising computer program code configured to, with the at least one processor, cause the apparatus to at least:

in response to a user command detected on said interactive user interface, transmitting a corresponding command to the apparatus via the connection established between the device and the apparatus.

27. A computer program embodied on a non-transitory computer readable medium, the computer program comprising instructions causing, when executed on at least one processor, at least one apparatus to:

capturing, by a camera, at least one image about a physical object;

recognizing the physical object on the basis of the at least one captured image;

retrieving a 3-dimensional (3D) model of the physical object from a memory; and

displaying the 3D model of the physical object on a display of the apparatus.

28. An apparatus comprising:

means for capturing at least one image about a physical object;

means for recognizing the physical object on the basis of the at least one captured image;

means for retrieving a 3-dimensional (3D) model of the physical object from a memory; and

means for displaying the 3D model of the physical object.

29. An apparatus according to claim **28**, further comprising

means for recognizing the physical object by computer vision.

30. An apparatus according to claim **29**, further comprising

means for providing an estimation of confidence of recognition of the physical object, indicated as proportional to a perfect match.

31. An apparatus according to claim **30**, further comprising

means for prompting, responsive to the estimation of confidence of recognition of the physical object indicating a non-perfect match, a plurality of 3D models of physical objects on the display of the device for a user to select.